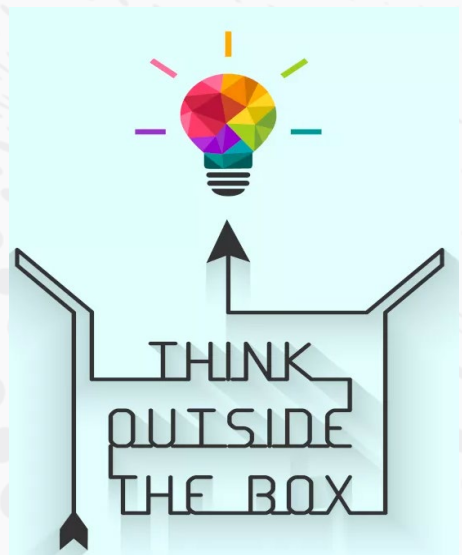




Curiosity + Creativity = *Innovation*



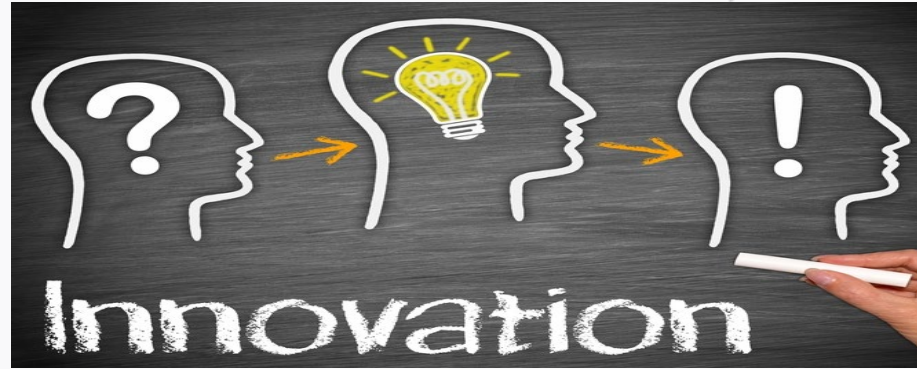


Q. **What is curiosity?**

A. It is an impulse to pursue a thought, find a solution, seek new possibilities or keep on a path to see what's around the next bend. - **Curiosity drives innovation.**

Q. **How does curiosity drive innovation?**

We think of curiosity as **seeking to understand through questioning.** Why is curiosity important? Without curiosity, there would be no innovation. One must challenge the status quo or want to deeply understand why things are the way they are to create something that's new and meaningful.



Curiosity: The Key to Creativity and Innovation

Albert Einstein generally did not like school, but this all changed when he was 16 at Aarau High School, Switzerland where teachers nurtured his curiosity and encouraged him to ask a lot of questions and even express criticisms. Innovators' curious attitude is characterized by thinking in childlike terms while insatiably seeking out information. People often discourage curiosity and asking questions using phrases like *curiosity killed the cat*.

Today's technology makes people even less curious because they:

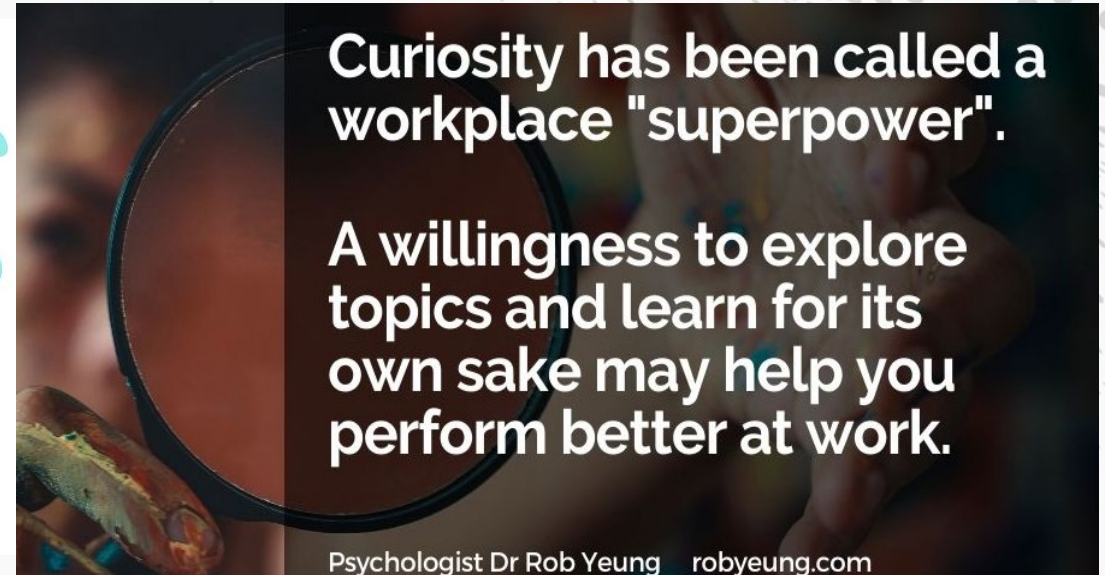
- Rely on instantly gratifying one-mouse-click answers, instead of exploring a bookstore or a library and being exposed to a diversity of information.

Why Is Curiosity Important?

1. It makes your mind active
2. It makes the mind observant of new ideas
3. It opens up new worlds and new possibilities
4. It brings excitement to life

- **TO DEVELOP CURIOSITY-**
- Keep an open mind
- Don't take things for granted
- Ask questions
- Don't label something as boring.
- See learnings as fun





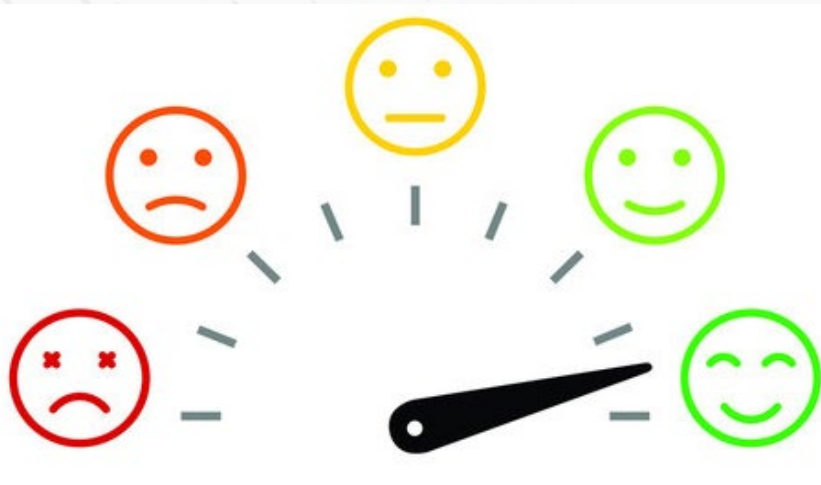
- **Why curiosity is important in the workplace?**
- **Curiosity in the workplace**

For teams, greater curiosity can increase efficiency and productivity, reduce group conflict and decision-making errors, and create an environment that is better able to accept new members into the team and embrace diversity among them.



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A 2018 Harvard business review states, “When our curiosity is triggered, we think more deeply and rationally about decisions and come up with more-creative solutions. In addition, curiosity allows leaders to gain more respect from their followers and inspires employees to develop more-trusting and more-collaborative relationships with colleagues.”



In the workplace, there is a higher chance of having colleagues, predecessors, role models, and even developing friendships with someone in a different generation than your own. Seniors in the field learn from millennials, while millennials, and Gen Z learn from experienced tenure. That same mentality goes for recruiting and staffing departments seeking employees to cultivate adaptable employees.